



Sustainable Seller Assessment

A practical self-assessment for aspiring sellers and professionals in their first 10 years of sales.

What This Assessment Is Designed to Reveal

Sales can be a remarkable career when your role, habits, values, and natural strengths work together. This resource is not a test of whether you have the “right” personality for sales, and it is not a prediction of your future. It is a candid snapshot of the behaviors that can help you build trust, create value, produce results, and remain healthy enough to sustain the work.

Your strongest sections show what you can build on now. Your lower sections are not failures; they are signals about what to practice, clarify, or change. Answer based on what you consistently do today, not what you intend to do on your best day.

How to Complete It

- Rate each statement from 1 to 5 using the scale below.
- Total each section. Then transfer the six totals to the scorecard.
- Choose one strength to leverage and one growth area to practice for the next 30 days.

1: Rarely true

2: Sometimes true

3: Usually true

4: Consistently true

5: A defining strength

The Six Areas

- **Alignment:** The people, product, company, expectations, and role fit you well enough to do your best work.
- **Relate:** You create genuine human connection and make others feel heard.
- **Inspire:** You communicate confidence, possibility, and a clear point of view.
- **Serve:** You diagnose needs and advocate for the right outcome, not merely a transaction.
- **Empower:** You help buyers make sound decisions and create momentum without pressure.
- **Sustain:** You manage the habits, boundaries, resilience, and self-leadership behind lasting performance.

Part One: Alignment

Before you judge your ability to sell, examine the environment in which you are being asked to sell. You cannot out-sell chronic misalignment.

#	STATEMENT	1	2	3	4	5
1	I understand the problem the product or service solves and believe it creates real value.	☐	☐	☐	☐	☐
2	I can respect the people, leadership, and culture connected to this role.	☐	☐	☐	☐	☐
3	The expectations, quota, compensation, territory, and resources are clear enough for me to evaluate the opportunity honestly.	☐	☐	☐	☐	☐
4	The role allows me to succeed without regularly compromising my values, health, or important relationships.	☐	☐	☐	☐	☐

Section total _____ / 20

Alignment Reflection

The strongest reason this role or career fits me:

The question I still need answered before I fully commit:

A sign I may be forcing a fit that is not sustainable:

A Better Career Question

Do not ask only, "Can I sell this?"

Also ask: "Do I want to be connected to these people, this product, and this company, and can I remain a healthy, sustainable version of myself while doing it?"

Part Two: The RISE Behaviors

The RISE to Connect™ Method treats selling as a relationship-centered decision process. Connection comes before persuasion, and value comes before pressure.

R: Relate

Create trust by being present, curious, and human.

#	STATEMENT	1	2	3	4	5
1	I listen for meaning instead of planning my next response.	☐	☐	☐	☐	☐
2	I remember personal details and follow up in ways that show people they matter.	☐	☐	☐	☐	☐
3	I adapt my pace and communication style without becoming inauthentic.	☐	☐	☐	☐	☐
4	I can build rapport without making the conversation about me.	☐	☐	☐	☐	☐

Section total _____ / 20

I: Inspire

Bring clarity, confidence, and useful perspective.

#	STATEMENT	1	2	3	4	5
1	I explain ideas in a way that connects the solution to what the buyer cares about.	☐	☐	☐	☐	☐
2	I communicate belief and energy without exaggerating or performing.	☐	☐	☐	☐	☐
3	I can share a clear point of view, even when it may not be the easiest answer.	☐	☐	☐	☐	☐
4	My follow-up adds relevance, insight, or encouragement, not just another request for a meeting.	☐	☐	☐	☐	☐

Section total _____ / 20

S: Serve

Discover the real need and protect the buyer's best interest.

#	STATEMENT	1	2	3	4	5
1	I ask thoughtful questions before recommending a product, next step, or solution.	☐	☐	☐	☐	☐
2	I am willing to say when my offering is not the right fit.	☐	☐	☐	☐	☐
3	I understand the customer's goals, risks, stakeholders, and decision process, not only the stated need.	☐	☐	☐	☐	☐
4	I keep commitments and take ownership when something goes wrong.	☐	☐	☐	☐	☐

Section total _____ / 20

E: Empower

Help people move from uncertainty to an informed decision.

#	STATEMENT	1	2	3	4	5
1	I make the next step clear and confirm mutual expectations.	☐	☐	☐	☐	☐
2	I can discuss budget, timing, objections, and decision criteria directly and respectfully.	☐	☐	☐	☐	☐
3	I create appropriate momentum without manipulating urgency or relying on pressure.	☐	☐	☐	☐	☐
4	I give buyers information and confidence they can use, even when I am not in the room.	☐	☐	☐	☐	☐

Section total _____ / 20

Part Three: Sustainable Self Leadership

A long sales career is built behind the scenes. Confidence grows from clarity, preparation, evaluated experience, and habits you can repeat when motivation is low.

#	STATEMENT	1	2	3	4	5
1	I use a repeatable weekly rhythm for prospecting, follow-up, preparation, and account care.	☐	☐	☐	☐	☐
2	I separate my identity from a win, loss, quota result, or another person's response.	☐	☐	☐	☐	☐
3	I set healthy boundaries and recover before stress turns into resentment, avoidance, or burnout.	☐	☐	☐	☐	☐
4	I address difficult conversations and make timely decisions instead of protecting harmony at any cost.	☐	☐	☐	☐	☐

Section total _____ / 20

Pressure Check

People-centered sellers often bring patience, loyalty, empathy, approachability, and calm to the work. Those strengths become liabilities when kindness replaces candor, service becomes overgiving, or the desire to preserve a relationship delays a necessary conversation.

WHEN PRESSURE RISES, I TEND TO	THE IMPACT ON MY SELLING	A HEALTHIER RESPONSE
Avoid conflict or delay the ask	Opportunities stall, and expectations stay vague	Be warm and direct in the same conversation
Over-help or over-own the outcome	Boundaries weaken and burnout grows	Serve fully while keeping ownership mutual
Take rejection or criticism personally	Confidence and activity become inconsistent	Evaluate the lesson without attaching it to identity
Rush, perform, or overtalk	The buyer feels managed rather than understood	Pause, ask one better question, and listen

Your Seller Scorecard

Transfer each section total. Use the interpretation to decide where attention will have the greatest effect.

AREA	SCORE	WHAT IT MEASURES
Alignment	____ / 20	Fit among your values, role, product, company, and expectations
Relate	____ / 20	Trust, listening, adaptability, and human connection
Inspire	____ / 20	Clarity, confidence, relevance, and point of view
Serve	____ / 20	Discovery, advocacy, ownership, and customer value
Empower	____ / 20	Directness, decision support, next steps, and momentum
Sustain	____ / 20	Habits, boundaries, resilience, and healthy self-leadership

Read Each Section Separately. Do Not Hide Behind the Total.

A high overall score can conceal one area that is limiting your results or draining your energy. A low overall score does not mean sales is wrong for you. It may mean you are new, undertrained, in the wrong environment, or relying on effort without a repeatable method. The pattern matters more than the number.

SECTION SCORE	MEANING	BEST RESPONSE
17 to 20	Established strength	Use it intentionally. Ask how this strength can support a lower-scoring area.
13 to 16	Solid foundation	You are generally consistent. Choose one behavior that would make this strength more reliable.
9 to 12	Growth priority	Do not overhaul everything. Select one visible behavior and practice it for 30 days.
4 to 8	Needs attention	Seek clarity, coaching, practice, or a better-fit environment before expecting consistent results.